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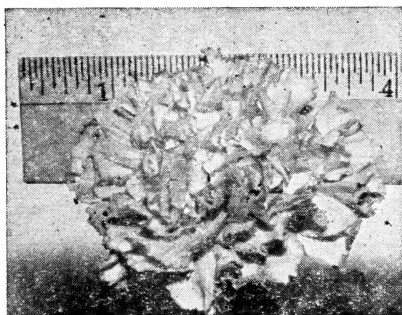
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FELSING'S

Everblooming

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U. S. Department of Agriculture

Giant Carnations



PRIZE WINNERS

PRICE LIST

on Rooted Cuttings

Felsing's Rare Carnation Gardens

5328 Laurel Canyon Boulevard

No. Hollywood, Calif.

Phone SUnset 11385

Member American Carnation Society

PERPETUAL FLOWERING CARNATIONS

What are they?

This is a question that one is frequently asked. The Perpetual Flowering Carnation is, among Carnations, what the Hybrid Tea Rose is among Roses, namely, the most advanced, the most useful and the most beautiful scion of a great and ancient family.

The Perpetual Flowering Carnation is NOT a tender hothouse child but is hardy and will stand many degrees of frost and, like other Carnations and hybrid Pinks, it suffers far more through excessive moisture than low temperature.

IN THE GARDEN

it will flower from late Spring until the Winter frosts appear, and in California it will bloom all year around.

IN THE GREENHOUSE

it will flower from the age of nine months onwards for an indefinite number of years, always provided that the plant is kept healthy and free from insect pests.

THE PERPETUAL FLOWERING CARNATION

as its name implies, will keep on flowering while it keeps growing. There is no plant that will give a better return for ordinary care bestowed upon it, either in the garden or in the greenhouse.

It is successfully grown all over the world, from the Tropics to Norway and Alaska.

Thirty years ago the Perpetual Flowering Carnation was practically unknown, to-day it is one of the most important, if not the most important plant grown in the United States for cut flower production. Its rapid rise to popularity is one of the romances of modern business.

The Perpetual Flowering Carnation is the most advanced type of Carnation and the most profitable to grow.

Closed Thurs. for Duration

All 45c and 50c Varieties are \$4.35 per dozen, or \$8.25 for 2 dozen, plus tax.

CULTURAL DIRECTIONS FOR CARNATIONS

**Easy to Grow if These Simple Rules are
Followed**

PREPARATION OF SOIL

Select a sunny spot in your garden and be sure that your soil is well drained, yet not too light and sandy. The novice will find a medium heavy loam in raised or banked bed as ideal. To this soil, a liberal amount of bone meal is spaded in before plants are set out. To counteract extreme acidity, which is unfavorable for healthy carnation growth, apply dehydrated lime or wood ashes lightly.

TREATMENT OF PURCHASED PLANTS

Our carnation cuttings are all taken from healthy field grown plants. They are rooted in cool benches and subsequently hardened in open air so that they require very little shading if any when planted.

The cuttings should be set out as shallow as possible not deeper than it was in the sand. Stemrot will occur when planted too deeply. The plants should be thoroughly watered when set out and no more watering is necessary until the surface shows signs of getting dry.

STOPPING AND DISBUDDING

Plants should be spaced sufficiently apart so that they will have ample air circulation between the plants when they have formed the bushes. They are first stopped when 3 or 4 inches high. The object of this is to encourage the young plant to build up bushy plant, which in turn will produce more flowers. The best method is to pull the center out; do not break it off. When the stem is broke off, only 2 or 3 new growths will appear but when pulled off, several stems will rise from this first operation. The center of these new growths are further topped occasionally until far into July, when winter flowers are prefer-

red. Then the plants are allowed to form their flower stems. When the buds develop sufficiently large, all side buds are removed thus leaving single bud to a stem.

FEEDING AND WATERING

Very wet or very dry soil conditions are both detrimental to support a vigorous, healthy growth of carnations. Although in winter, they will stand being kept fairly dry much better than on the wet side, especially since we have most of our rainfall at that time here in Southern California.

As carnations are an ever-blooming flower, feeding should be made almost the year around after the final topping in July. Nitrogen content stimulates a rapid leaf and stem growth; phosphoric acid and potash build up steady, firm growth of plant with large flower, good substance and good color. For these reasons, complete fertilizers which are in the market today, such as "Gaviota," "Gro-rite," "Vigoro," etc., are recommended in cooler months. These fertilizers may be applied dry and watered into the soil. When the days become longer and hot days approach, a mulching of cow manure will largely assist in retaining the moisture within the soil. The feeding roots of carnations are very close to the surface and should not be cultivated very near the plant, and weeds appearing near the plant should be pulled out when little rather than hoed out.

DISEASES AND INSECT PESTS

Carnations, like other cultivated plants, are susceptible to fungus diseases and insect pests but fortunately, these are all easily controllable. Fungus disease or disease caused by other organisms such as blight, spot, rust and wilt can be controlled and prevented with the use of bordeaux mixture. A soap spreader is used with this mixture to insure complete coverage of the foliage.

Our worst insect pests are aphids, thrips, and red spiders. The former two are easily controlled with either nicotine, rotonone, or pyrethrum sprays, but the latter is little more difficult to destroy. Up to date, "Loro" with soap spreader or "Hi-tox" are the best known sprays to destroy the red spiders after infestations. Overhead watering or occasional bathing of plants with strong pressure hose in clear warm days will help removing the spiders and aphids when plants are young.

NEW VARIETIES FOR 1945

Purple Heart—Immense camellia shaped purple center, maroon edge.....	\$2.00
Susan—Large heliotrope, with crimson stripes	\$2.00
Seminole Chief—Beautiful yellow with pink stripes	\$2.00
Father's Day—Large crimson, very spicy, long stems	\$2.00
Madame Chiang Kai-Shek—Lovely new violet, flared edges	\$3.00
Aztec—Beautiful deep yellow, wide pink stripes	\$2.00
Honor—Large exquisite salmon pink.....	\$1.00
C. W. Weld—New seedling from Cardinal & Pelargonium, dark red.....	\$1.00
D-Day—Lovely new novelty, magenta, with crimson stripes	\$2.00
Miller's Yellow—Finest yellow ever produced, balled shape	\$.75
White Pharaoh—Large cream center with white edges	\$.75
Salmon Virginia—Vary large spicy salmon, fringy edge	\$.75
Ida—A sport from Eleanor, improved light salmon	\$.75
Virginia Miller—Dark fringy pink, wonderful grower	\$.75
Orange Virginia—New fringy orange....	\$.75
Hercules Virginia—Very large light fringy pink	\$.75
Peppermint Stick—Fragrant cream white, with scarlet stripes	\$.75

NEW CARNATIONS FOR 1944

- Al Rogel**—A beautiful new novelty, rich wine purple with silver edges. Sturdy grower with long stems\$2.00
- Angela**—New rose shaped with fine pin-striped edges, vigorous plant\$1.00
- Betty Kay**—New white novelty with lavender stripes, long stems. If you like Dimity, you will see in this, a bigger and lovelier bloom\$1.00
- Brazil**—New delicate pink overlayed with mauve\$1.00
- California Gold**—New deep yellow, no splitter....\$1.00
- General MacArthur**—Largest scarlet ever produced, strong stems, with full center and fringy edges\$1.00
- Ginger Rogers**—New unusual light maroon with navy blue stripes\$2.00
- Hazel Draper**—Beautiful new sport of Bonanza, peach with vermillion edges and stripes\$1.00
- Holland**—New large white, camelia shaped, fragrant and good grower\$1.00
- Leslie**—New white with delicate lavender stripes\$1.00
- Mary Cecelia** — Large new white with shell pink markings. (Same color as Dairy Maid, only larger\$1.00
- Mrs. Cary Grant**—New immense deep pink with peony center\$1.00
- Walter Plunket**—New sport of Grace Shields, large white with purple stripes and button-holed edges\$2.00
- Lyman R. McFie**—Beautiful large, new scarlet, long stems, never splits, very choice.....\$1.00
- George Amy**—Buff background and edged with brilliant crimson. Good all around bloomer...\$1.00

MAUVE AND ORCHID SHADES NOVELTIES

Ashes of Roses—French blue with pink stripes.....	\$.50
Brazil—Pink overlayed with mauve.....	\$1.00
Doris Allwood—Pink with gray stripes.....	\$1.00
La Fiesta—New orchid with claret splashes.....	\$.45
London Fog—Smokey blue	\$.45
Monte Carlo—Smokey blue with pink stripes (fringy)	\$.75
Stella Mandel—Tomato red overlayed with lavender	\$1.00

YELLOW VARIGATED

Bonanza—Large yellow with pink stripes.....	\$.45
Coronet—Gold with scarlet markings.....	\$.50
Golden Wonder—Light yellow with pink pen- cilings	\$.45
Hazel Draper—New yellow with crimson edges	\$1.00
Martha Ellen—Fringy deep yellow with pink stripes	\$.45
Pearl Harbor—Gold with maroon edges, very unusual	\$1.00
Pirate Gold—Sulphur yellow with purple stripes	\$.45

WHITE VARIGATED NOVELTIES

Beatrice—White with picoted edges of claret....	\$1.00
Angela—New balled shaped white, fine pink edges	\$1.00
Betsy—White with maroon edges, good bloomer	\$.45
Betty Kay—New white with purple edges and stripes	\$1.00
Dairymaid—White with pink pencilings (very popular)	\$.45

Dimity —English variety of white and purple stripes	\$.75
Eldora —White with delicate pink markings.....	\$.45
Walter Plunket —New sensational white with claret edges	\$2.00
Mary Cecelia —Very large white with pink markings	\$1.00
Candy Stick —White with wide bands of pink....	\$.45
Leslie —White with lavender stripes.....	\$1.00
Theresa —Most popular of all, tri-color, red, white, cherry	\$.75

ORANGE AND APRICOT VARIGATED NOVELTIES

Barbara Brigham — Apricot with light pink markings	\$.45
Orange Wonder —Light tan with pink pencil-ings	\$.45
Pharaoh —Very large orange with scarlet fringes	\$.45
Sagamore —Orange with scarlet stripes and edges	\$.45
Senorita — Very large cream with cerise markings	\$.75
Harry Myers —Golden yellow edged in scarlet....	\$1.00

PINK VARIGATED NOVELTIES

Bob Hope —Light salmon with coral and white stripes	\$.45
Emily Overman —Shell pink, powdered with deeper pink	\$.45
Kate Smith —Cherry pink with silver edges.....	\$.75
Lady Godiva —Orchid pink with white bands....	\$.45
Marchioness of Headsford — Deep salmon, white edges	\$.50
Scarlet King — Deep coral pink with white bands	\$1.00
Buck Benny —Large salmon with pink markings	\$.45

MAROON VARIGATED NOVELTIES

Al Rogel—New wine purple with silver edges.....	\$2.00
Discovery—Maroon with orchid edges.....	\$.45
Lochinvar—Velvety wine with white bands.....	\$.45
Mrs. Armstrong—Maroon overlayed with mul- berry	\$1.00
Mrs. Esmond—Scarlet with maroon markings..	\$1.00
Pelargonium—Cherry red with white edges.....	\$.45
Ginger Rogers—Light maroon with navy blue stripes	\$2.00

MAROONS SOLID COLORS

Will Rogers—Large black maroon, camelia shaped	\$.45
Woburn—Good maroon	\$.45
Crimson Potentate—Fringy maroon	\$.45
Red Fiesta—Medium dark red, good bloomer....	\$.45

LIGHT PINKS SOLID COLORS

Eleanor—Large shell pink	\$.45
Giant Laddie—Camelia shaped shell pink.....	\$.45
Pink Spectrum—Light salmon pink, very fringy	\$.45
Peter Fisher—Prolific blush pink, fringy.....	\$.45
Ruth Hechtenburg—Lovely light pink.....	\$.45
Virginia—Light fringy pink	\$.45
Mirandy—New camelia shaped salmon.....	\$.

YELLOW SOLID COLORS

California Gold—New deep yellow, good stems non-splitter	\$1.00
Golden Glow—Medium yellow, good bloomer....	\$.45
Maingold—Large new yellow	\$.45
Mainsunshine—Old reliable clear yellow.....	\$.45
Moonbeam—Delicate clear yellow	\$.45
Mygold—Good flared petal, clear yellow.....	\$.45

PURPLES SOLID COLORS

Potentate—Fringy magenta purple.....	\$.45
Sergeant York—New very large purple.....	\$1.00

SCARLETS

SOLID COLORS

General MacArthur—New large scarlet, full center	\$1.00
Barbara Farr—Good scarlet, heavy bloomer.....	\$.35
Blaze—Velvety flared edge, bright scarlet.....	\$.50
Middlemount—Xmas red and a fine bloomer.....	\$.50
Robert Allwood — English variety, sturdy stems, scarlet	\$.45
Red Spectrum—An old standard scarlet and good bloomer	\$.35
Lyman R. McFie—Choice large new scarlet.....	\$1.00

WHITE

SOLID COLORS

Holland—New large camelia shaped bloom.....	\$1.00
Olivette—Balled shaped and very fragrant.....	\$.45
Gardenia—Beautiful white	\$.50
Patrician—Large white and very popular.....	\$.45
Puritan—Good white for the button-hole type....	\$.45
Purity—Very spicy white English variety.....	\$.60
White Peter Fisher—Fringy white.....	\$.45

DARK PINKS

SOLID COLORS

John Briery—Long stemmed deep pink, good bloomer	\$.45
Dark Pink Maytime—Good dark pink.....	\$.45
Kathryn—Prolific bloomer	\$.35
Rosita—Very large deep pink (nice stems).....	\$.45
Rose Virginia — Medium deep pink (very fragrant)	\$.45
Mrs. Cary Grant—Very large deep pink, peony center	\$1.00
Romance—Large deep pink	\$.45
Pink Abundance—Commercial, good bloomer.....	\$.35

A charge of 25c should be added to all orders. Tax must also be added for all orders in this State.

WE HAVE THE RIGHT TO SUBSTITUTE
IF WE ARE OUT OF CERTAIN VARIETIES UN-
LESS REQUESTED OTHERWISE.

Testimonials

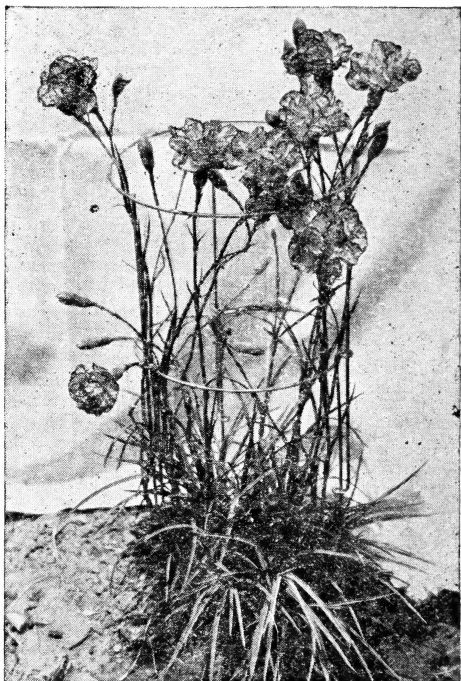
Here are a few of the many letters we have received from our satisfied customers.

Mrs. Lydia M. Romero of Mojave, California, writes . . . "My carnations are blooming beautifully and I want more since I find they do so well here in the desert."

Mrs. J. Guldborg of 1224 Carlton Dr., Glendale, Calif., writes . . . "I am delighted with my carnation plants, they bloom all year and I am never without a nice vase of these lovely blooms in the house. Maybe I have a green thumb but whatever it is, they always seem to do very well for me. All my neighbors are interested now so you will see me soon with some new customers."

Mrs. J. M. Phillips of 2120 N. Bronson Ave., Hollywood, Calif., writes . . . "Carnations seem to be the most satisfactory for all year blooms and although I now have many of your rare varieties, I still want some of your new 1944 varieties. I also find the wire frames a grand support and have one for each plant."

Miss Eleanor Hardie of 2 Westmoreland Pl., Pasadena, Calif., writes . . . "I am exceedingly pleased with my plants, they are doing just grand. Have most of them planted where they get the morning sun and afternoon shade. Some of my older plants which I purchased from you in 1942, can be cut back now and as you recommend cutting them back half at a time, I feel certain I will not lose any by shock. They do so well here in Pasadena even though we do have hot summers."



DO AWAY WITH YOUR UNSIGHTLY STAKES AND TREAT YOUR GARDEN TO THE NEW WIRE SUPPORTS. THESE WIRE HOLDERS LAST FOREVER AND REQUIRE NO TYING WITH CLUMSY STRINGS.

CARNATIONS MUST HAVE A GOOD SUPPORT TO KEEP THEM FROM SPRAWLING ALL OVER THE GROUND, THEREBY CAUSING THE BLOOMS TO LOOK BEDRAGGLED. IT WILL ALSO HELP TO KEEP THE STEMS STRAIGHT AND KEEP THE DOGS AND CATS FROM BREAKING THE TENDER STALKS.

The Plain type are \$2.50 per dozen.

Small Telescope, \$3.50 per dozen.

New Improved Telescope type, \$4.00 per dozen.

This type can be used for Snaps or Mums as they slide up and down to your own satisfaction.

Heavy galvanized non-rust.